



2020
State of the
Nanaimo Economy



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Executive Summary

The State of the Nanaimo Economy annual publication provides data, analysis and insights on Nanaimo's current economic and business conditions. The City of Nanaimo continues to be a hotspot for new businesses and residents. Nanaimo's growth rate is outpacing the Regional District of Nanaimo (RDN), Vancouver Island, BC and Canada. At almost **100,000** residents, the City's population has grown by **35%** since 2001.

On average, each year over **3,000** new residents move into the Regional District of Nanaimo. In recent years, origins of the vast majority of newcomers have shifted from other provinces to within BC. Looking forward, population will continue to grow, but at a slower pace. Gains will be made in most age categories but the largest growth will occur in the **65+** category.

As the overall population grows, Nanaimo is seeing greater diversity in its population. The three largest minorities in Nanaimo are Chinese (**2.6%**), South Asian (**2.2%**), and Filipino (**1.1%**). Visible minorities represent **9.9%** of the City's population, whereas BC compares at **31.1%**. Diversity of population is an important factor in building successful cities.

6,233 businesses were licensed in the City of Nanaimo in 2019. The Construction sector held the largest number of business licenses, followed by Professional/Scientific/Technical, and the Retail sector. Over the past decade, business licenses have grown by **9%**. Businesses have been expanding human resource capacity. Overall, Nanaimo's businesses with employees grew by **16.7%** in the past decade.

2019 was an all-time record-breaking year for building permit activity at **\$445.3 million**, nearly double our historical best of **\$253 million** in 2007. Considerable growth occurred across all building permit categories. It is important to see growth in non-residential building permits, as business investment contributes to long-term economic growth and leads to increased productivity. Non-residential building permit values nearly quadrupled in 2019 compared to 2018. Notably, in 2019 and 2018 there were **34** projects with a minimum value of **\$2 million** or more. The past year has seen an impressive array of mixed use projects including multi-family dwellings, medical offices, apartments, condominiums, affordable housing and hotel developments.

Excellent transportation, education and telecommunication infrastructure are some of Nanaimo's key competitive advantages, drawing ever more businesses and entrepreneurs to invest in our region. Significant Infrastructure investments by the Nanaimo Airport, the Nanaimo Port Authority, Vancouver Island University and Telus continued in 2019. The Nanaimo Airport completed a **\$14.2 million** terminal expansion, while the Nanaimo Port Authority started a **\$100 million** expansion and upgrade project at their Duke Point facility. VIU had **\$7.6 million** worth of upgrades underway in 2019 and Telus is in the midst of completing a **\$65 million** fibre-to-the-premise project.



2019 was a record year for housing starts in Nanaimo, with over half being purpose-built rental units. There is a significant trend towards denser forms of housing (apartments, condos) compared to single or semi-detached housing. This is in part due to rising real estate values, higher interest rates and stricter mortgage qualifications.

While the new housing market in Vancouver and Victoria showed signs of cooling down in 2019, this was not yet the case in Nanaimo. While the average price for a new single-family detached home dropped by **14%** in Vancouver and **7%** in Victoria, it increased by **11%** in Nanaimo (CMHC Oct 2019). Despite this, the same brand new single-family home in Nanaimo costs roughly one-third the price of Vancouver and three-quarters the price of Victoria.

In 2019, average rent increased by **8%** in Nanaimo, **3%** in Victoria and **6%** in Vancouver. Despite the increase in available rental units, total supply was insufficient to meet demand, driving vacancy rate down to **2.0%** from **2.5%**.

The service industry sector accounted for **83.1%** of Nanaimo's employment base in 2019, and the goods-producing sector accounted for **16.9%**. The greatest number of jobs are provided by the retail, healthcare and social assistance sector. Nanaimo's labour force and participation rate continues to grow. At **4.6%**, Nanaimo's unemployment rate is in the healthy range (**4.5 to 5.0%**).

Although education levels have been increasing overtime, Nanaimo lags behind BC in post-secondary credentials. Student enrollment at VIU continued to grow in 2018 with international student enrollment increasing by **20%**, and overall student enrollment increasing by **4%**.

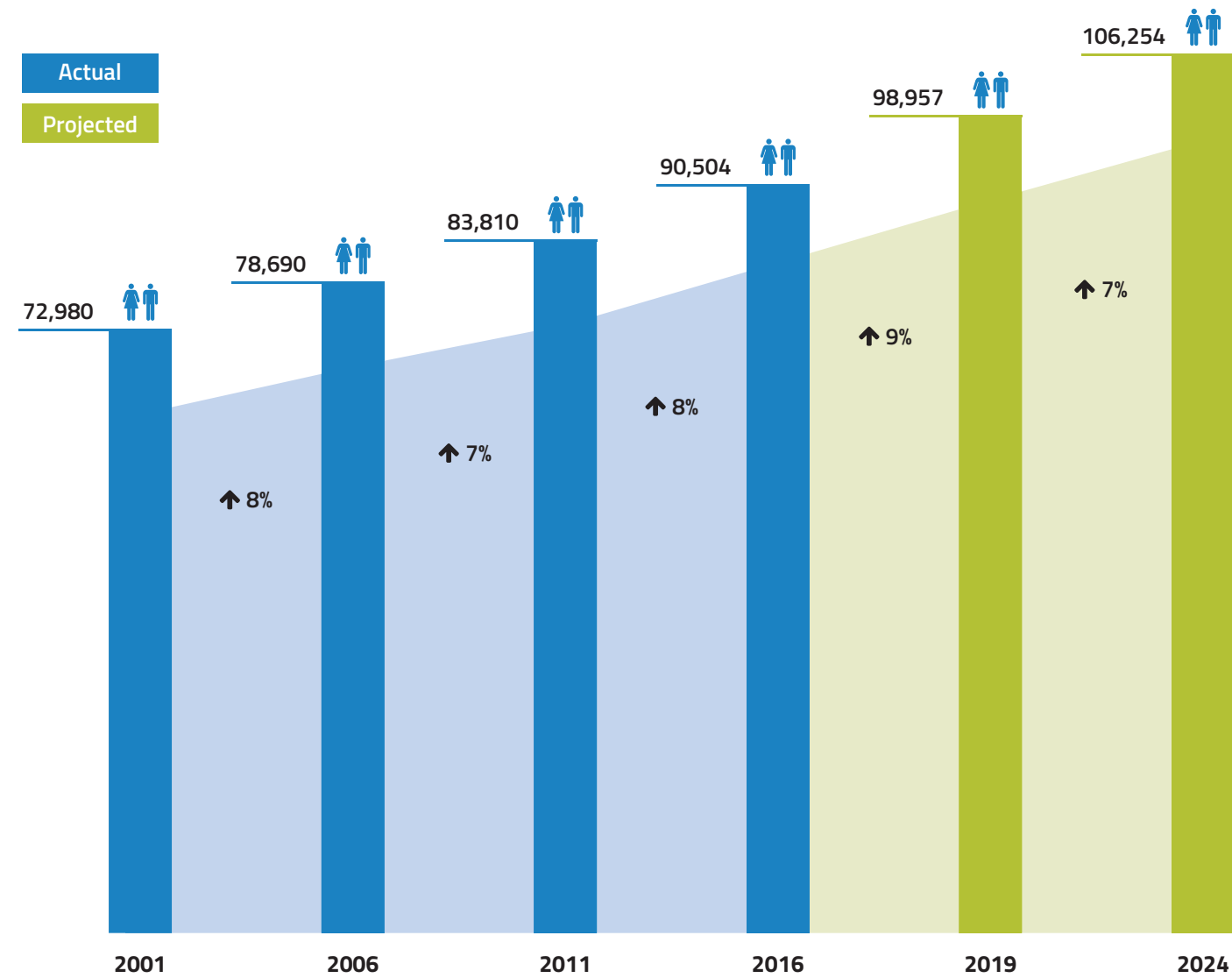


Median, average and per capita income in Nanaimo is projected to grow by **4%**, **3.5%** and **3.8%** per annum over the next five years. Despite growing at a faster rate, Nanaimo still lags behind BC's average in all three categories.

Every year BC Business Magazine ranks the "best cities for work in BC" comparing **46** communities across the province on 10 economic indicators. The City of Nanaimo ranked **8th** best City to work in the province of British Columbia for 2020. This is a jump from **15th** place ranking in 2019.

Economic growth in BC is projected to trend modestly near two percent through to 2022 according to Economic outlooks by various banks. Global trade uncertainty and a weaker forestry sector are the risk factors moving forward. Housing construction is expected to be slower over the next few years. Major project construction such as pipelines, LNG Canada, the Pattullo Bridge replacement, and the new Vancouver SkyTrain developments are expected to drive significant increase in interprovincial migration. Consumer demand is expected to rise due to tight labour market conditions and rising populations.

City of Nanaimo Population



Population

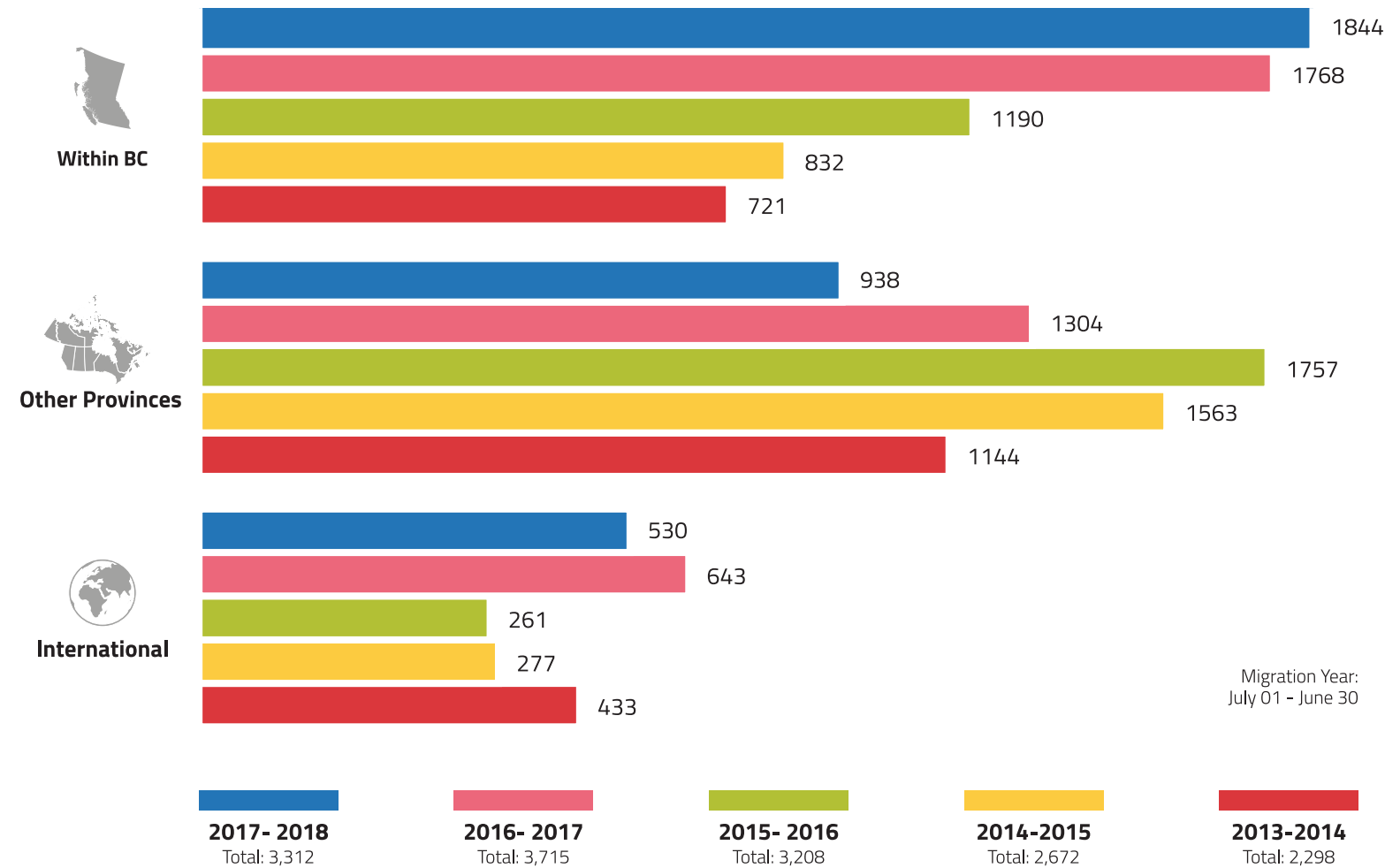
The City of Nanaimo’s population for 2019 is estimated at **98,957**. The population growth rate between 2018 and 2019 was **1.4%**. The average annual growth rate over the past five years in Nanaimo is **2.02%**. By 2024, the City’s population is expected to increase by **7,297** persons, to **106,254**. Nanaimo’s average growth rate over the next five years was estimated at **1.5%** annually.

The RDN’s population for 2019 is **168,947** and the average growth rate over the next five years is estimated at **1.1%** annually. Comparatively, over the next five years, the Vancouver Island Coast region will grow at **1%** annually and BC’s at **1.3%** annually.

Population growth rate will be slower over the next five years compared to the past five years. However the City of Nanaimo’s growth rate is expected to continue to outpace the regional district, the island and the province.

SOURCE: BC STATS, CENSUS CANADA

Origin of New Residents (Regional District of Nanaimo)



Migration

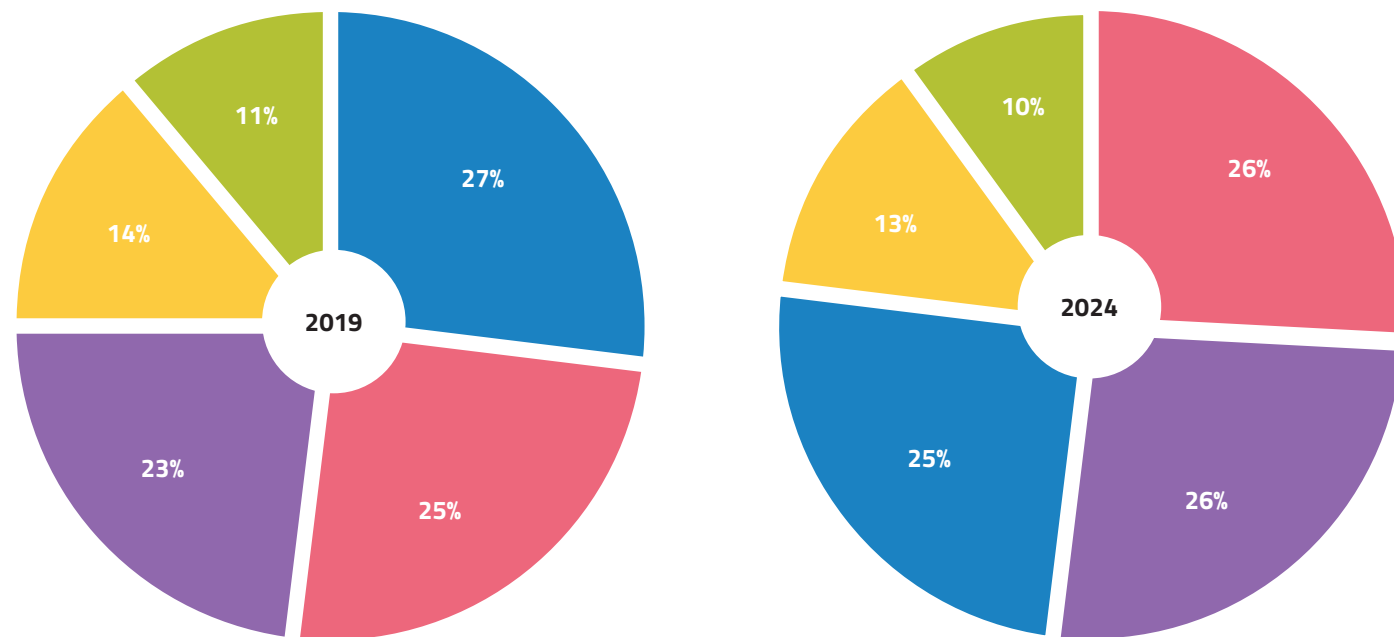
Population growth is driven by two factors: natural increase and migration. Nanaimo's population growth has resulted from migration. People move to new areas for a variety of reasons including employment opportunities and quality of life factors. There are three types of migrants: intra-provincial (within BC), inter-provincial (other provinces) and international immigrants (outside of Canada). In the past five years, on average over **3,000** net new migrants have located in the Nanaimo Regional District.

Migration from within BC to the Regional District has been on the rise in the last five years. Interprovincial migration was highest in 2016 but has been declining since for BC and the Nanaimo region. While International migration to BC has been on a steady rise since 2014-15, Nanaimo's numbers have seen more fluctuation and less predictability over the past five years.

While BC's total migration has seen a steady increase, Nanaimo saw a dip in total migration numbers from 2017 to 2018. Nonetheless, on average over the past 5 years Nanaimo has been capturing **5.8%** of the net migrants to BC. Overall, Nanaimo is posting a higher population growth rate than the regional district, Vancouver Island and BC.

SOURCE: BC STATS

City of Nanaimo Age Breakdown



Age Breakdown

In 2019, **63%** of Nanaimo's population was working age (15-64). Working age population is expected to increase by **4.4%** over the next five years (**64,757**).

Children (aged 0-14 years) represent **14%** of Nanaimo's total population. This segment of population will increase by **4.1%** by 2024. The 65+ category represented **23%** of total population in 2019 and is expected to grow another **17.1%** by 2024.

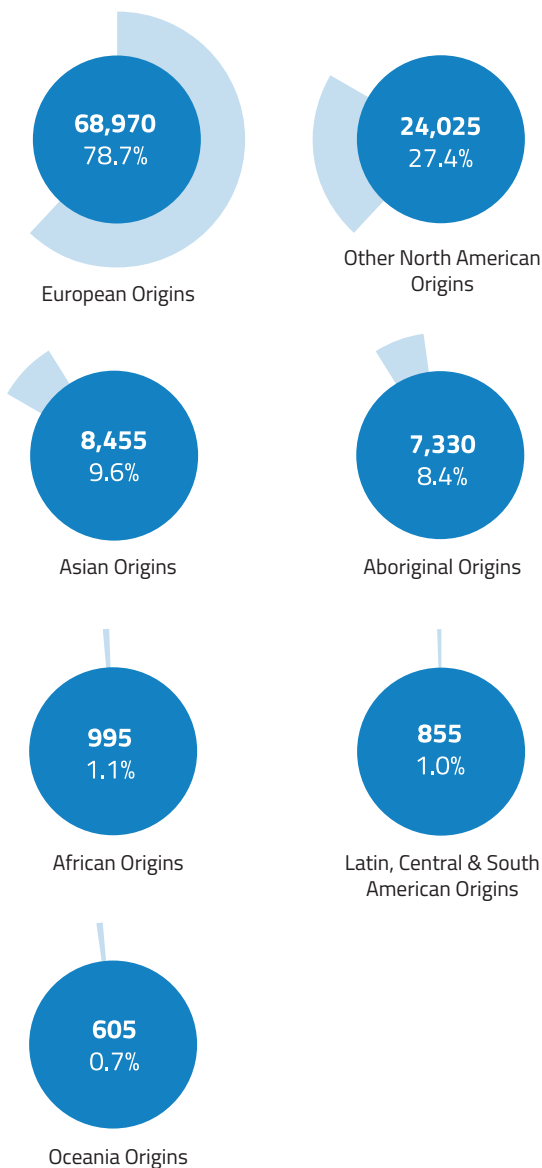
By 2024, the working age category is expected to represent **61%**, the children category **13%**, and the 65+ category **26%** of total population.

Looking forward, population will grow at a slower pace. Gains will be made in most age categories but the largest growth will occur in the **65+** category.

Children (0-14)	Young Adults (15-24)	Early Working Years (25-44)	Later Working Years (44-64)	Retirement (65+)
2019 13,680	2019 10,342	2019 24,243	2019 27,421	2019 23,271
2024 ↑ 4.1%	2024 ↓ 1.4%	2024 ↑ 14.4%	2024 ↓ 3.2%	2024 ↑ 17.1%

SOURCE: BC STATS

City of Nanaimo Ethnic Origins (2016)



City of Nanaimo Visible Minorities

	2019	2024	% Change
Chinese	2,762	3,131	↑ 13%
Latin American	550	599	↑ 9%
Filipino	928	997	↑ 7%
Black	760	778	↑ 2%
Japanese	473	482	↑ 2%
Southeast Asian	836	844	↑ 1%
West Asian	198	200	↑ 1%
Arab	281	282	0%
South Asian	2,207	2,200	0%
Korean	401	392	↓ -2%
Visible Minority (not inc. elsewhere)	78	73	↓ -6%
Multiple	254	229	↓ -10%
Total	9,728	10,207	↑ 5%

PROJECTED

Diversity

The largest segment of residents in Nanaimo are of European origins, representing **79%** of the total population. At **27%**, the second highest group is Other North American Origin (excluding Aboriginal), and the third largest is Asian origins at **10%**. Aboriginal origins represent **8.4%** of the population. The largest population gains in the last census were in the Asian and European origin categories.

Visible minorities represent **9.9%** of Nanaimo's total population. As the overall population grows, Nanaimo is seeing greater diversity in its population. The three largest minorities in Nanaimo are Chinese (**2.6%**), South Asian (**2.2%**), and Filipino (**1.1%**). The total visible minority population in Nanaimo is expected to increase by **5%** by 2024. The largest growth is expected to come from Chinese migrants (**369 persons**), followed by Filipino (**69 persons**) and Latin American (**49 persons**).

BC's visible minority population is at **31.1%**. The three largest minorities in BC are Chinese (**11.7%**), South Asian (**7.8%**), and Filipino (**3.6%**). Vancouver has the most diverse population in BC with visible minorities representing **48.9%** of the total population — with Chinese at **19.6%**, South Asian **12%** and Filipino at **5.1%**.

SOURCE: 2016 CENSUS, ENVIRONIC ANALYTICS

Business Licenses by Industry Sector (City of Nanaimo 2019)

 Professional, Scientific, Technical	780	 Finance and Insurance	126
 Retail Trade	760	 Wholesale Trade	120
 Other Services (except Public Admin.)	653	 Education and Training	82
 Health Care and Social Assistance	646	 Information and Cultural	41
 Admin. + Support, Waste Mgmt. + Remed.	503	 Mgmt. of Companies/Enterprises	3
 Real Estate, Rental and Leasing	449	 Construction	1,171
 Accommodation and Food Services	346	 Manufacturing	162
 Arts, Entertainment and Recreation	212	 Agriculture, Forestry, Fishing and Hunting	11
 Transportation and Warehousing	166	 Utilities	2

 **Goods Producing Sector**

 **Service Producing Sector**

Business Licenses

In 2019, the City of Nanaimo had **6,233** licensed businesses. The largest number of business licenses were issued to the Construction sector, followed by Professional Scientific and Technical Services and the Retail sector.

The number of total businesses licensed increased by **9%** over the last decade. 2019 business licenses increased by **87**, representing **1%** growth over 2018. (Note: business licenses represent all types of private businesses, sole proprietorships, partnerships and incorporated businesses).

SOURCE: CITY OF NANAIMO

Businesses by Employee Size (City of Nanaimo)

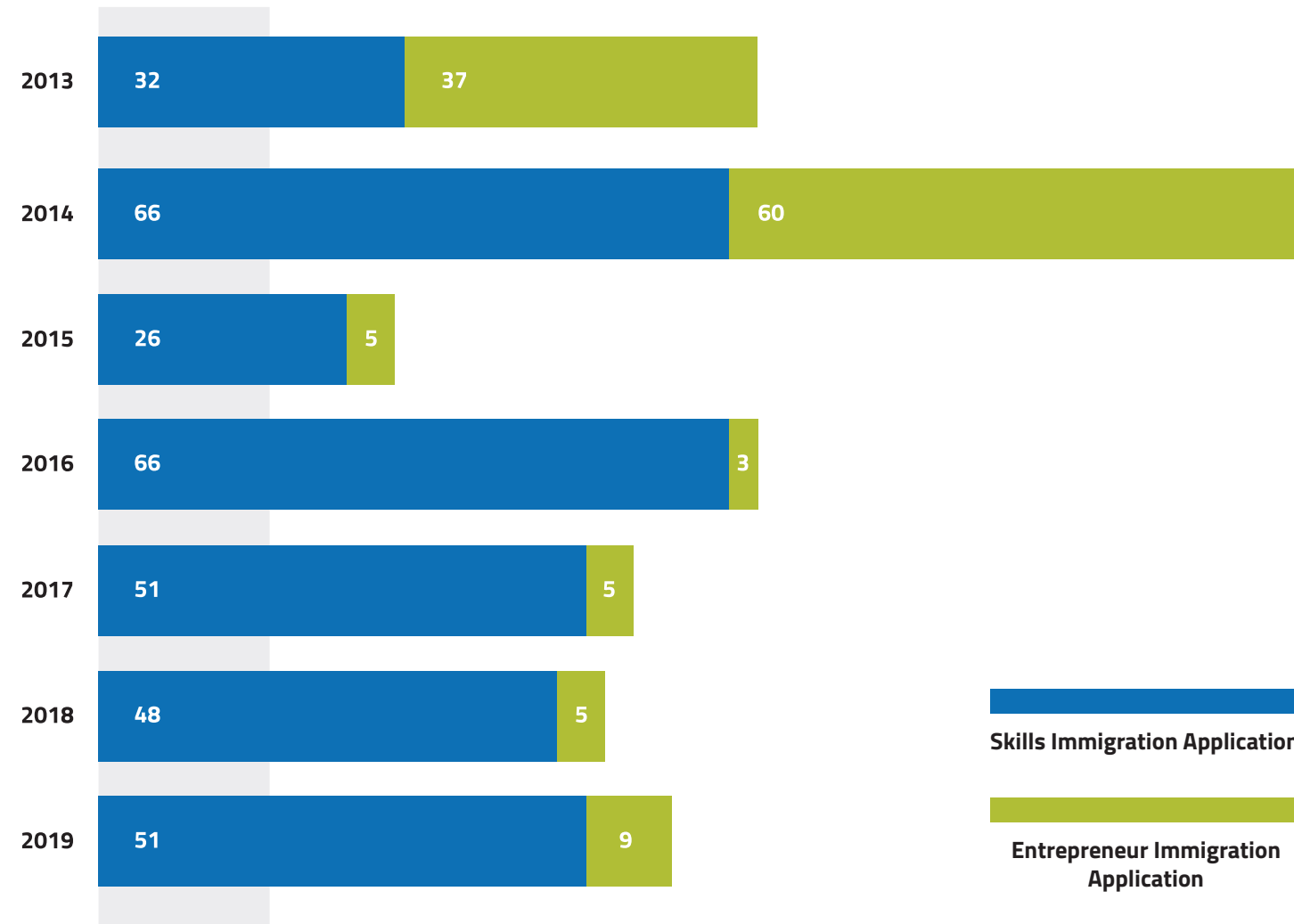
	2008	2013	2018	10 Year Growth Rate (2008-18)
1-4	1,508	1,643	1,729	↑ 14.7%
5-9	693	703	720	↑ 4.0%
10-19	382	472	516	↑ 35.1%
20-49	223	294	276	↑ 23.8%
50-99	55	89	84	↑ 52.7%
100-199	21	28	32	↑ 52.4%
200-499	11	8	16	↑ 45.5%
500+	4	5	7	↑ 65%
Total:	2,896	3,242	3,380	Average: ↑ 16.7%

Size of Business

Overall Nanaimo's businesses with employees (one or more) grew by **16.7%** in the past decade. The rate of growth was **4.3%** in the past five years (2013-2018) compared to **11.9%** in the five years prior (2008-2013). Tighter labour market conditions and increasing real estate costs over the last five years have likely contributed to the lower human resource expansion rates. Significant growth in entrepreneurship and sole proprietorship has likely contributed as well.

SOURCE: BC STATS

Applications to the Provincial Nominee Program (City of Nanaimo)



The BC Provincial Nominee Program (BC PNP)

The BC PNP facilitates the immigration of skilled foreign workers, international students, and entrepreneurs. Prospective applicants are nominated for permanent residency through either the Skills Immigration stream or through the Entrepreneur Immigration stream.

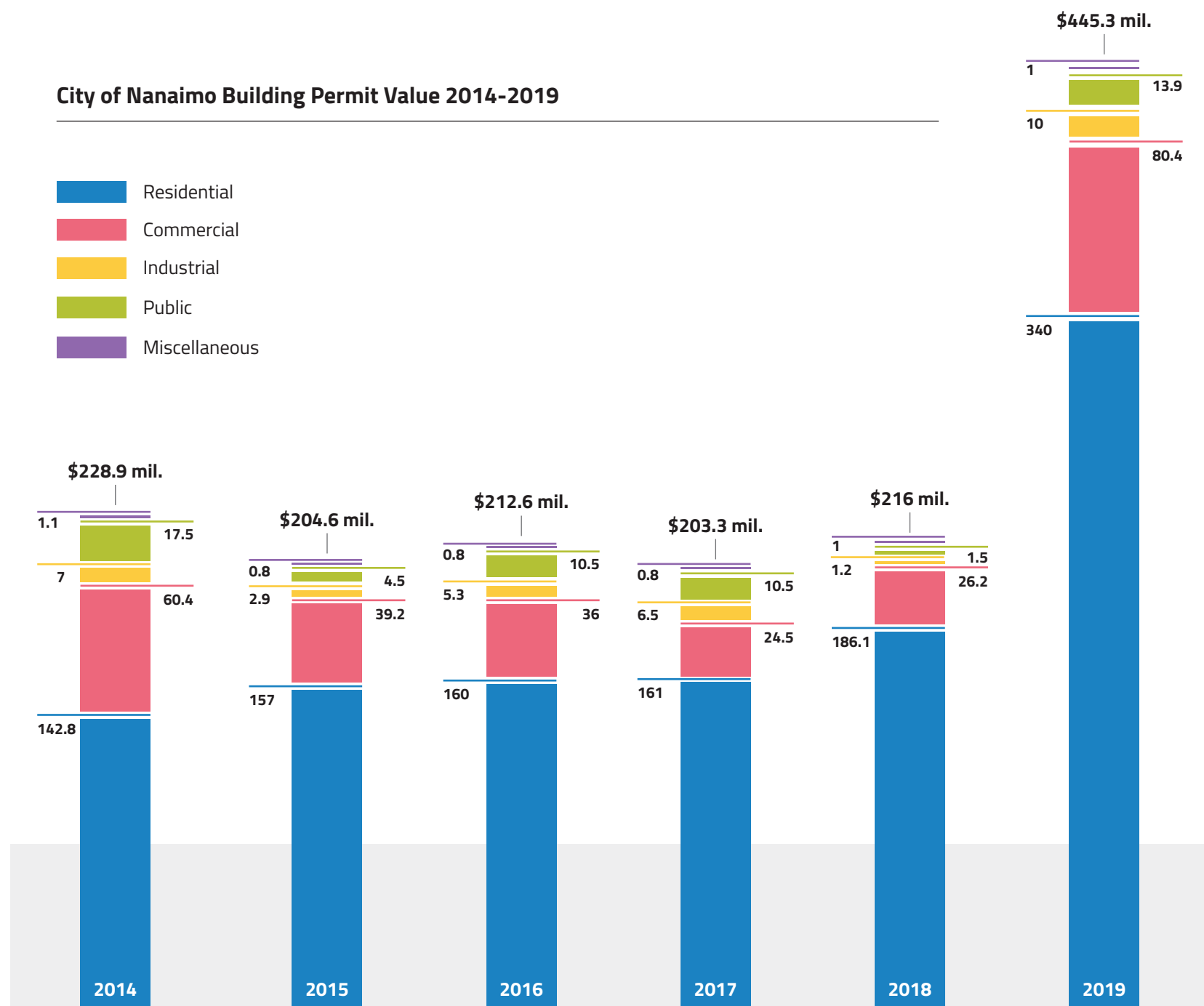
Applicants under the Skills Immigration stream are selected based on the skills, education and/or experience required for high-demand occupations in the province. There were **439** applicants for Nanaimo under this stream in the last ten years, of which **77%** received nominations for permanent residency.

Nominees under the Entrepreneur Immigration stream are required to meet a determined financial investment amount (**\$200,000** investment), and demonstrate the ability to create job opportunities. There were **162** applicants for Nanaimo in the last ten years of which **19%** received nominations and work permits. Over the past decade **\$12 million** were invested and **53** new jobs were created in Nanaimo through the BC PNP Program.

SOURCE: BC MINISTRY OF JOBS, TRADE AND TECHNOLOGY

City of Nanaimo Building Permit Value 2014-2019

- Residential
- Commercial
- Industrial
- Public
- Miscellaneous



Building Permits

2019, was an all-time record breaking year for building permit activity. At **\$445.3 million** in 2019 building permit values increased by **106%** over 2018. Prior to 2019, the highest year recorded for building permit activity was 2007 at **\$253 million**.

Overall, residential permits accounted for **76%** of the total value of building permits, commercial for **18%**, and industrial and public combined for **5.3%**.

In 2019 growth occurred in each category of building permits issued. Residential permits grew by **83%**, commercial by **207%**, industrial by **733%** and public by **827%** over 2018 values. Non-residential building permit values nearly quadrupled in 2019 in comparison to 2018.

SOURCE: CITY OF NANAIMO



2020 Estevan Road

NEW CHURCH, 74 RESIDENTIAL RENTAL UNITS



1515 Dufferin Crescent

5-STOREY MEDICAL CENTER AND PARKADE



100 Gordon Street

9-STOREY, 172-UNIT HOTEL



10 Buttertubs Drive

159-UNIT AFFORDABLE SENIOR HOUSING

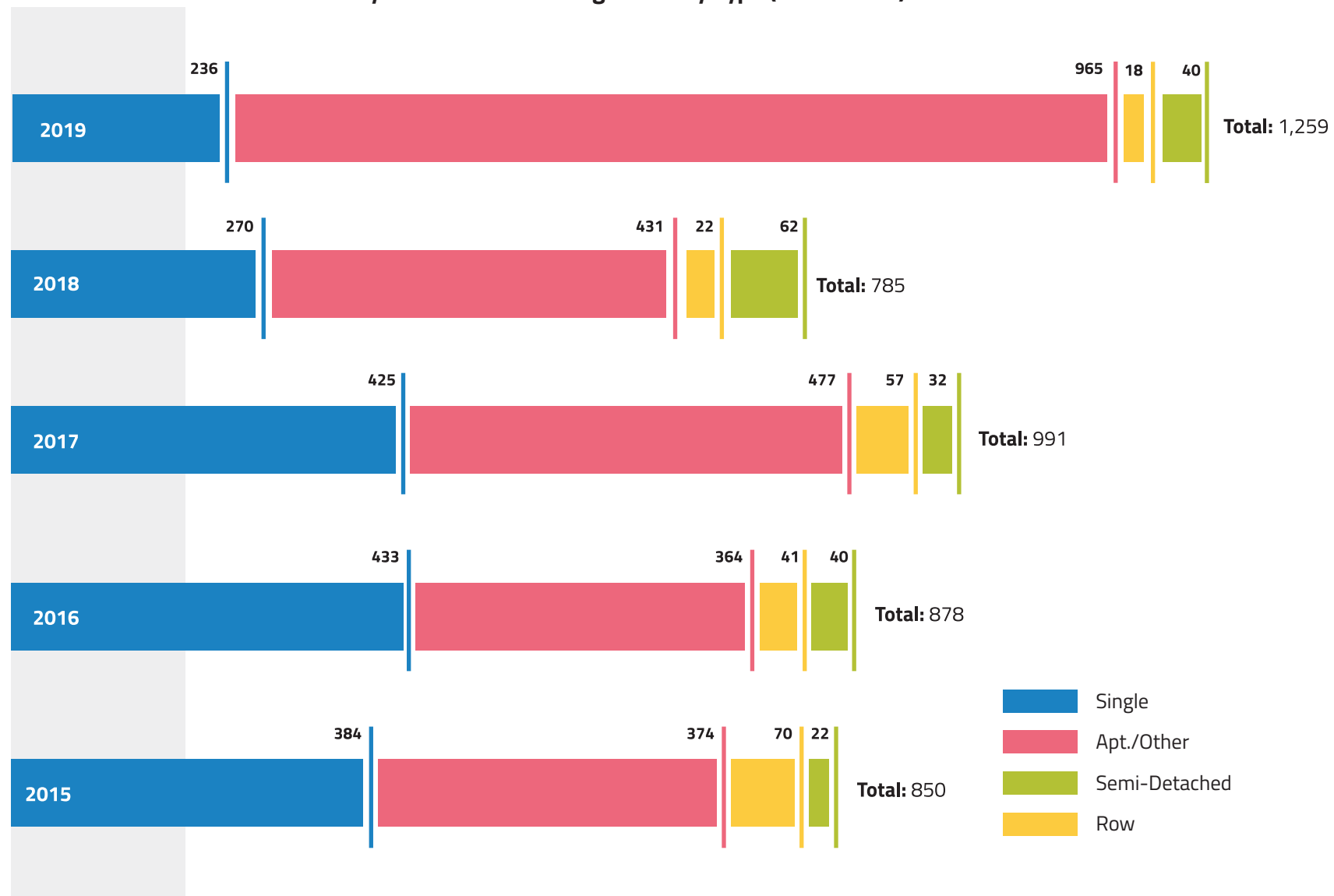
Major Projects

In 2019 and 2018 there were 34 projects with a minimum value of \$2 million or more. 2019 saw an array of mixed use projects including multi family dwellings, medical offices, apartments, condominiums, affordable housing and three hotel developments.

While the majority of these projects are spread throughout the north end, downtown and south end of Nanaimo; all three hotels are in the downtown core. These hotels will add much needed additional quality accommodation in the downtown core and enable the Vancouver Island Conference Centre to bid on larger conferences.

SOURCE: CITY OF NANAIMO

City of Nanaimo Housing Starts by Type (2015-2019)



Housing

Housing starts, like building permits, are a leading indicator of economic activity. By October 2019 there were **1,141** housing starts compared with **693** in 2018. This is **65%** growth over the one year term. There is a significant trend towards denser forms of housing i.e. apartments, condos compared to single or semi-detached housing due to rising real estate values, higher interest rates and stricter mortgage qualifications.

Single-detached homes make up the majority of housing in the area. As the city grows the mix of housing has been changing, with a decline in single-family and increase in multi-family housing types.

SOURCE: CMHC

Average Home Price (Single Family, Detached House - New)

Vancouver	Victoria	Nanaimo
2018 \$2,534,609	2018 \$1,212,945	2018 \$755,261
2019 \$2,174,414	2019 \$1,131,310	2019 \$836,853
Percentage Change ↓ 14%	Percentage Change ↓ 7%	Percentage Change ↑ 11%

 Vancouver \$2,174,414	 Victoria \$1,131,310	 Nanaimo \$836,853
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Housing Prices

The housing market in Vancouver and Victoria cooled in 2019. The average price for a brand new single family detached home dropped by **14%** in Vancouver and **7%** in Victoria and increased by **11%** in Nanaimo (CMHC Oct 2019).

Despite the drop in prices in Vancouver and Victoria the same brand new single family detached home in Nanaimo costs roughly one-third the price of Vancouver and three-quarters the price of Victoria.

The average selling price of single family home in Nanaimo was **\$563,725** in October 2019, up **2%** from 2018.

SOURCE: CMHC

Average Monthly Rent (City of Nanaimo)

	Bachelor	One Bedroom	Two Bedroom	Three + Bedroom
2018	\$795	\$886	\$1,084	\$1,265
2019	\$889	\$946	\$1,170	\$1,306
% Change	↑ 11%	↑ 7%	↑ 8%	↑ 3%

Comparison of Average Monthly Rent (2 Bedroom Apartment)

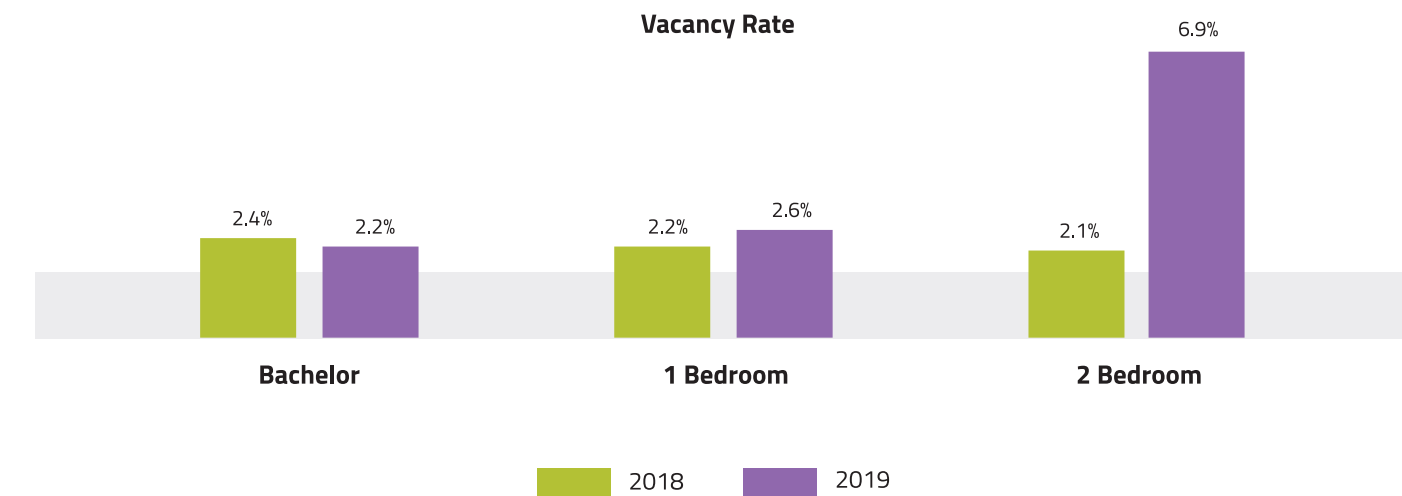
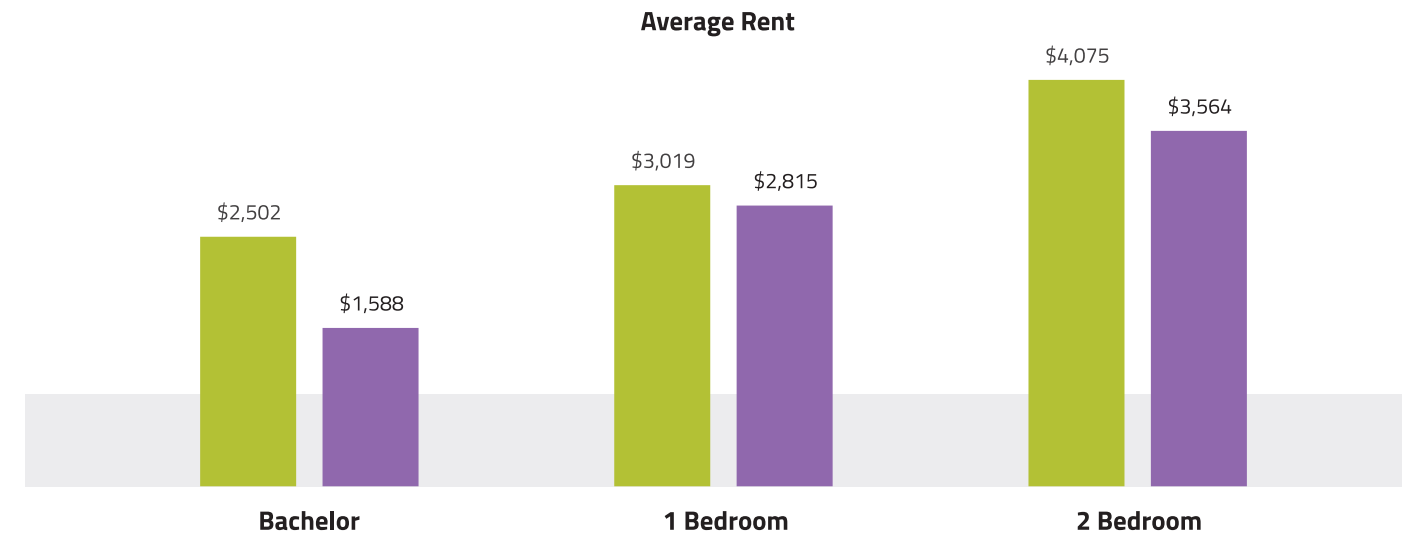
	Vancouver	Victoria	Nanaimo
2018	\$1,649	\$1,406	\$1,084
2019	\$1,748	\$1,448	\$1,170
% Change	↑ 6%	↑ 3%	↑ 8%

Rental Market

67% of the residents in Nanaimo own their home while 33% live in rental accommodations (Enviroic Analytics 2019). Average rent for two-bedroom apartment in Nanaimo was **\$1,170** in 2019 (CMHC). The average rent in Nanaimo increased by **8%** in 2019, compared to **10%** in 2018. Rent for a 2-bedroom apartment increased by **3%** in Victoria and **6%** in Vancouver in 2019.

The number of units available for rent in 2019 increased by **3.2%** in Nanaimo, by **1.3%** in Vancouver and by **2.3%** in Victoria. Despite the additional supply, increased demand for rental units led to vacancy rates dropping from **2.5%** to **2.0%** in Nanaimo. Between 2018 and 2019 vacancy rate dropped in Victoria from **1.2%** to **1%** and increased in Vancouver from **1.0%** to **1.1%**.

SOURCE: CMHC

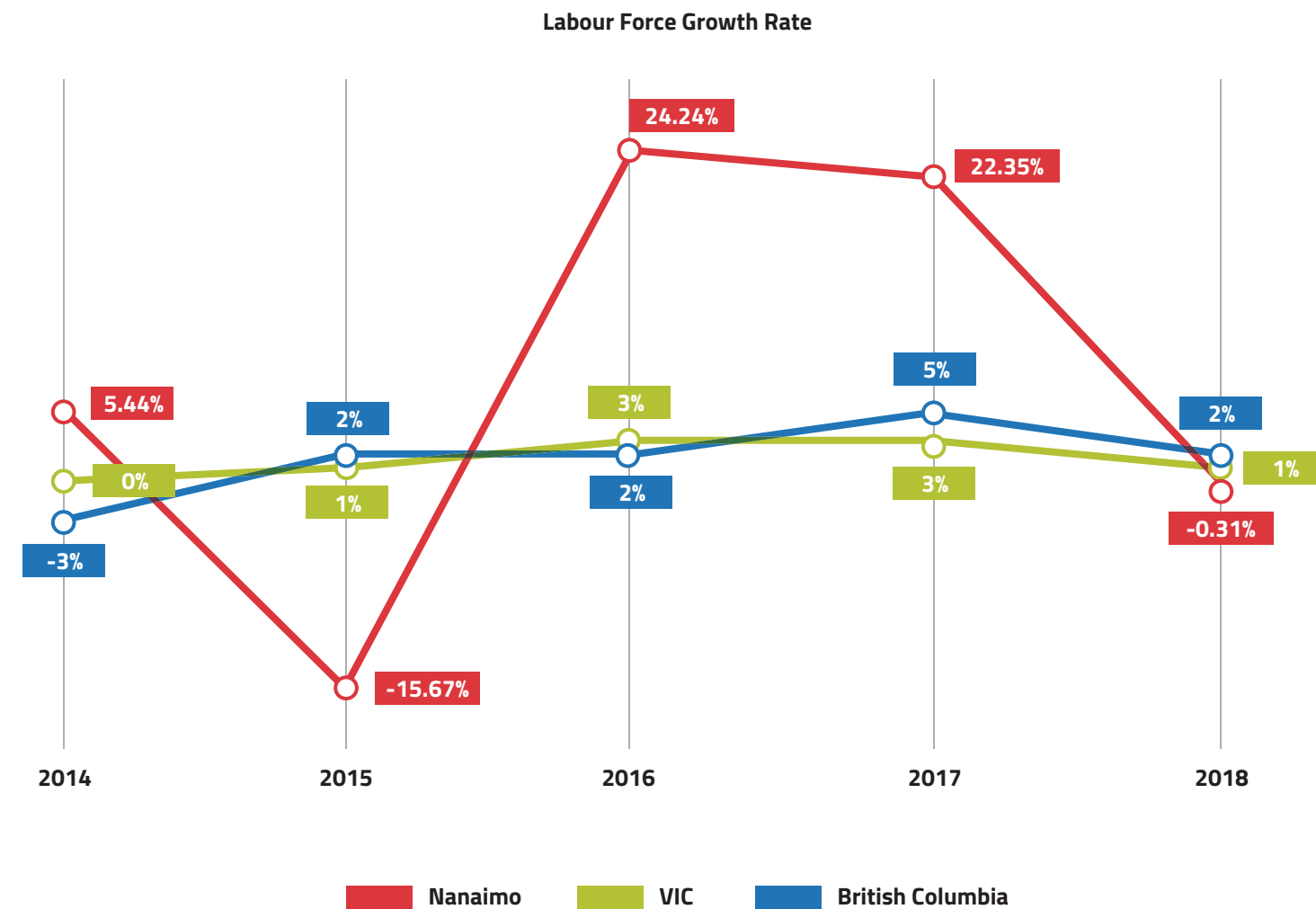


Seniors Housing

The overall vacancy rate for standard space in senior's residences in the Nanaimo region was **2.2%** in 2019, compared to **3.0%** in 2018. Demand for seniors' housing was mainly supported by a growing senior's population.

328 new units were added to existing supply to bring the total to **3,038** units in 2019. Despite the additional rental supply, rising demand led to average rent increases.

SOURCE: CMHC



Labour Force

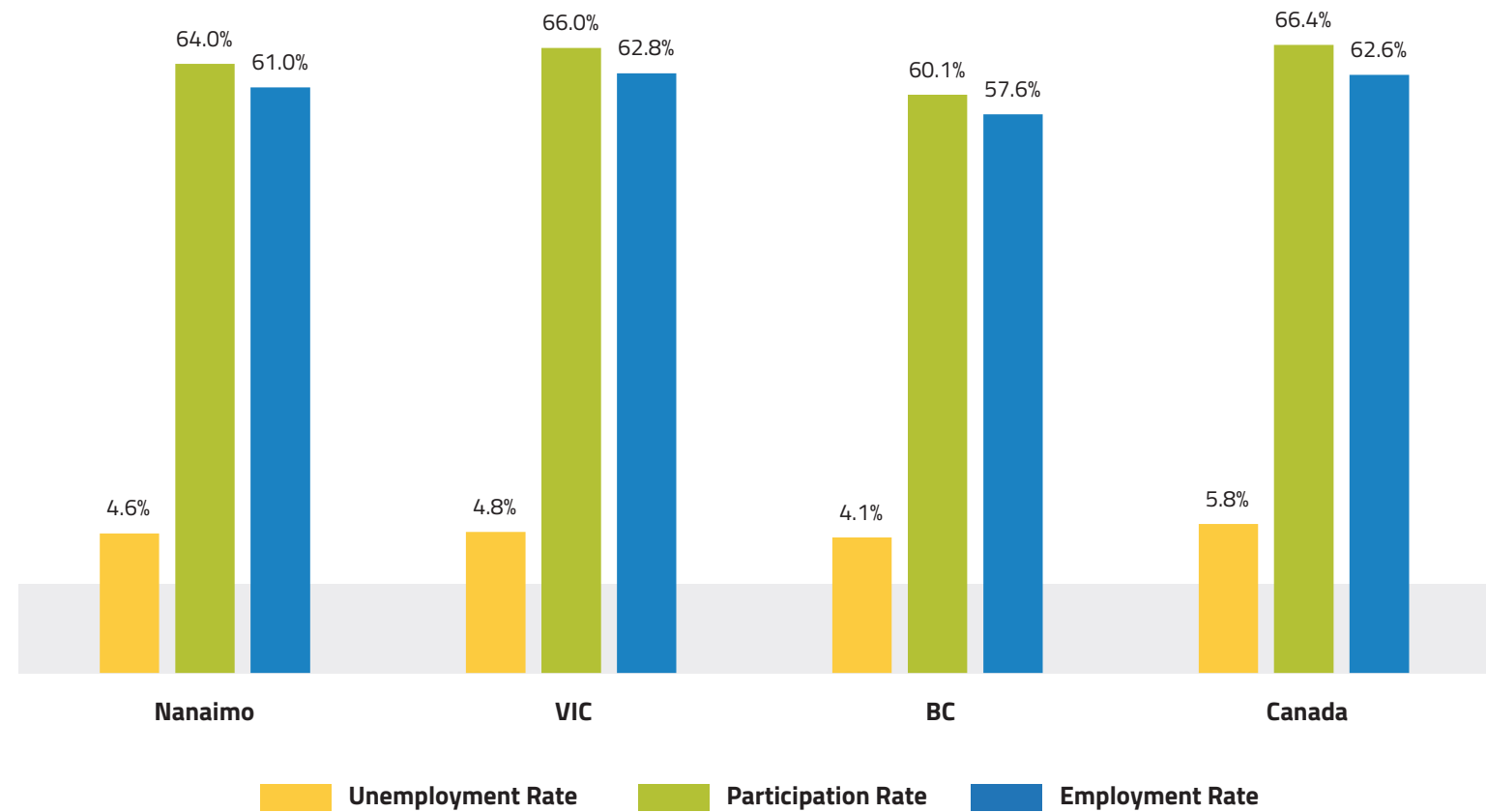
The labour force is composed of those 15 years of age and older who are either employed or actively seeking work. Changes in the labour force are the result of changes in population and economic opportunities. A growing economy attracts workers from other areas and induces people to enter the labour force. When the economy slows, people leave in search of opportunities elsewhere or withdraw from the labour force.

On average Nanaimo's labour force grew by **7.21%** annually between 2014 and 2018, while the province grew at **1.54%** and Vancouver Island Coast region at **1.51%**. Labour force growth rates in Nanaimo generally follow a similar pattern to that in the province as a whole, however tend to have greater variance. This variability likely stems in part from measurement error in the labour force survey due to small sample size.

The five-year average growth rate is more accurate measure of labour force activity in Nanaimo due to the variability in the labour force survey. In 2018, **64,400** people were in the labour force. In September 2019, **67,300** persons were in the labour force in Nanaimo.

SOURCE: STATS CANADA

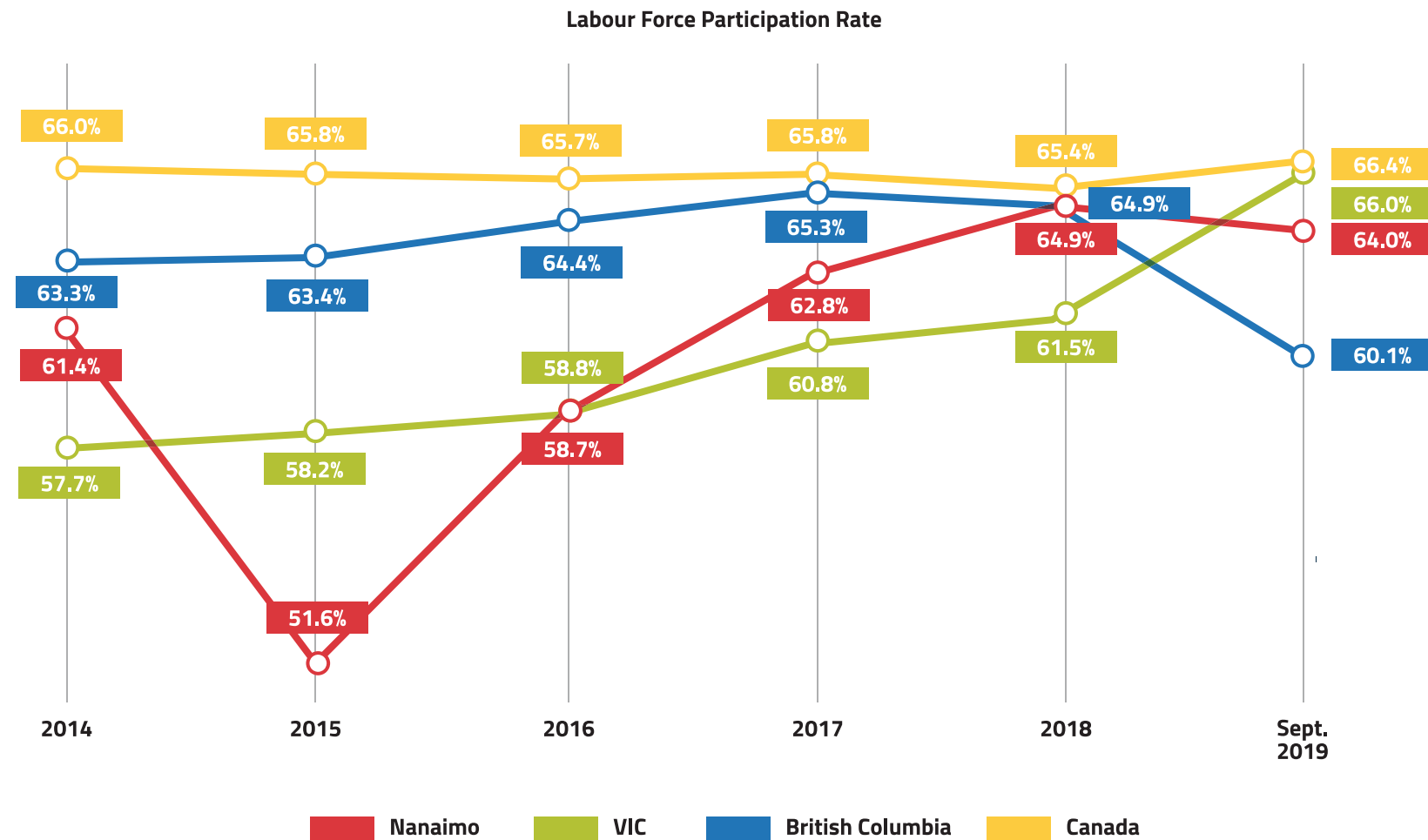
Unemployment, Participation, and Employment Rates (September 2019)



Unemployment Rate

Nanaimo's unemployment rate was **4.6%** in September 2019, slightly lower than Vancouver Island Coast (**4.8%**) but higher than BC (**4.1%**). Historically Nanaimo's unemployment rate has been below BC's and the Canadian average. However, in the past three years Nanaimo's unemployment rate was higher than VIC and BC. An ideal unemployment rate for a healthy economy is between **4.5 to 5%**.

SOURCE: STATS CANADA



Labour Force Participation Rate




















Nanaimo's labour force participation rate has been increasing in recent years with a slight dip in the first nine months of 2019. The labour force participation rate measures the share of the population 15 years and over that are in the labour force.

Regions with younger populations tend to have higher labour force participation rates while those with an older population have lower rates. Participation rates also tend to fall during recessions and rise during expansions.

Nanaimo's labour force participation rate tends to be lower than BC, and Canada but relatively similar to the Vancouver Island Coast Region. This is a reflection of the older age structure of Nanaimo and Vancouver Island Coast (VIC) population and is consistent with historical patterns. The greater variability in Nanaimo's participation rate is likely due to the smaller sample size of the labour force survey.

SOURCE: STATS CANADA

Percentage of Labour Force by Industry Sector (City of Nanaimo 2019)

 Retail Trade	14.82%	 Information and Cultural	2.85%
 Health Care and Social Assistance	14.79%	 Wholesale Trade	2.46%
 Accommodation and Food Services	8.56%	 Arts, Entertainment and Recreation	1.90%
 Educational Services	6.92%	 Real Estate, Rental and Leasing	1.69%
 Professional, Scientific, Technical	6.31%	 Mgmt. of Companies/Enterprises	0.51%
 Admin. + Support, Waste Mgmt. + Remed.	5.19%	 Construction	8.82%
 Public Administration	4.90%	 Manufacturing	4.27%
 Other Services (except Public Admin.)	4.69%	 Agriculture, Forestry, Fishing and Hunting	2.34%
 Transportation and Warehousing	4.68%	 Mining, Oil, and Gas	0.96%
 Finance and Insurance	3.30%	 Utilities	0.51%

 **Goods Producing Sector**

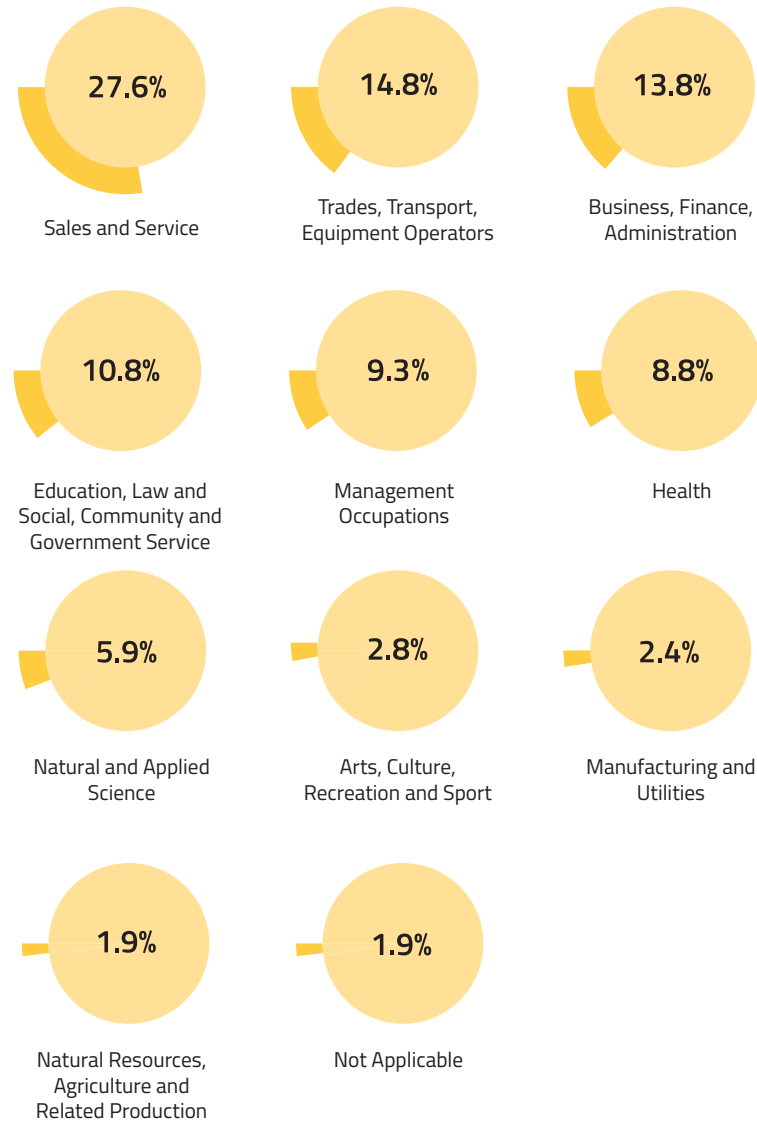
 **Service Producing Sector**




Employment by Industry Sector







The service industry sector accounted for **83.1%** of Nanaimo's employment base in 2019 and the goods producing sector **16.9%**.

The greatest number of jobs are provided by the retail and healthcare and social assistance sector followed by construction, accommodation and food services and educational services.

SOURCE: ENVIRONIC ANALYTICS



Workplace	
 Fixed Workplace	77%
 No Fixed Workplace	15%
 Work at Home	8%
 Work Outside of Canada	0.43%

Mode of Transportation	
 Drive to Work	77%
 Car Passenger	7%
 Public Transit	4%
 Walk	7%
 Cycle	2%
 Other Method	2%

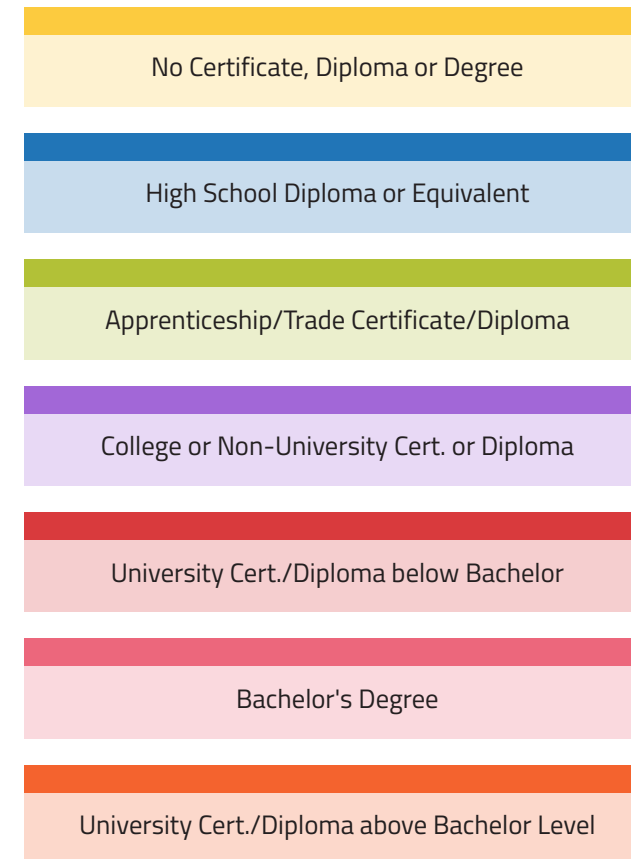
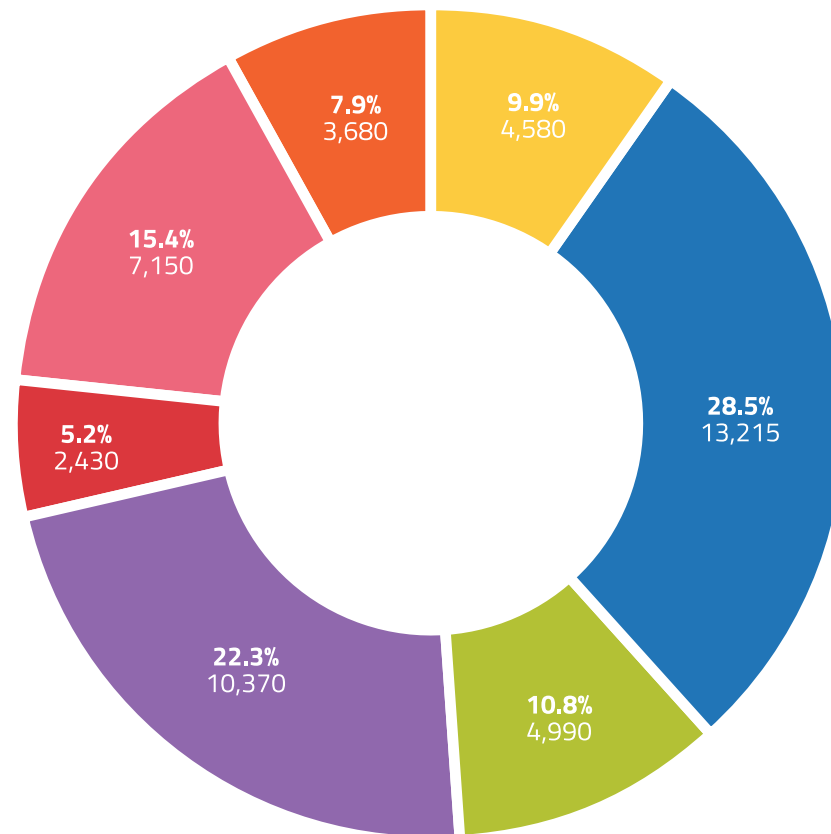
Labour Force: Occupation, Workplace, Transportation

Sales and service occupations made up **27.6%** of all jobs in Nanaimo in 2019. The next three categories (Business, Finance, Administration, Education, Law and Social, Community and Government Services and Management Occupations) fall into professional services and together they account for the largest number of occupations (34%) in Nanaimo. The next three categories fall into professional services, together they account for the largest number of occupations (34%) in Nanaimo.

77% of the workforce have a fixed place of work, followed by **15%** who travel to different worksites. Approximately **8%** of the workforce work at home, and nearly half a percent work outside of Canada. The vast majority (**77%**) of the workforce drive to work.

SOURCE: ENVIRONIC ANALYTICS

Educational Attainment (City of Nanaimo, Ages 25-64)

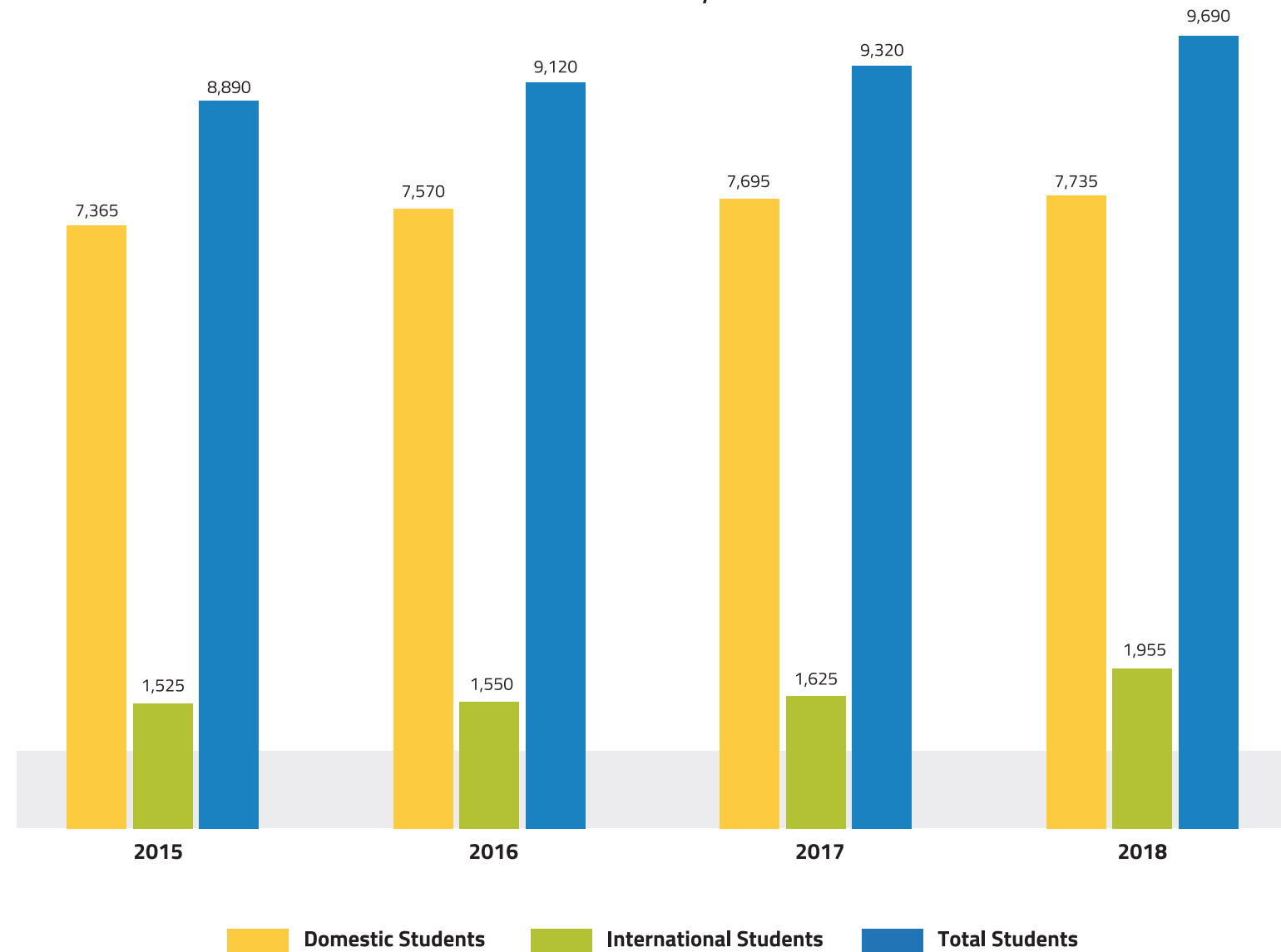


Labour Force by Education

When considering perhaps the most productive portion of the labour force (those between the ages of 25-64) Nanaimo has a higher proportion of high school graduates (**28.5%**) compared to BC (**26.5%**), but lower proportion of population holding post-secondary credentials. Nanaimo's portion of population with a bachelor's level of education or above is **23.3%** compared with BC's average of **29.9%**.

SOURCE: 2016 CENSUS

VIU Student Enrollment by Academic Year



VIU Enrollment

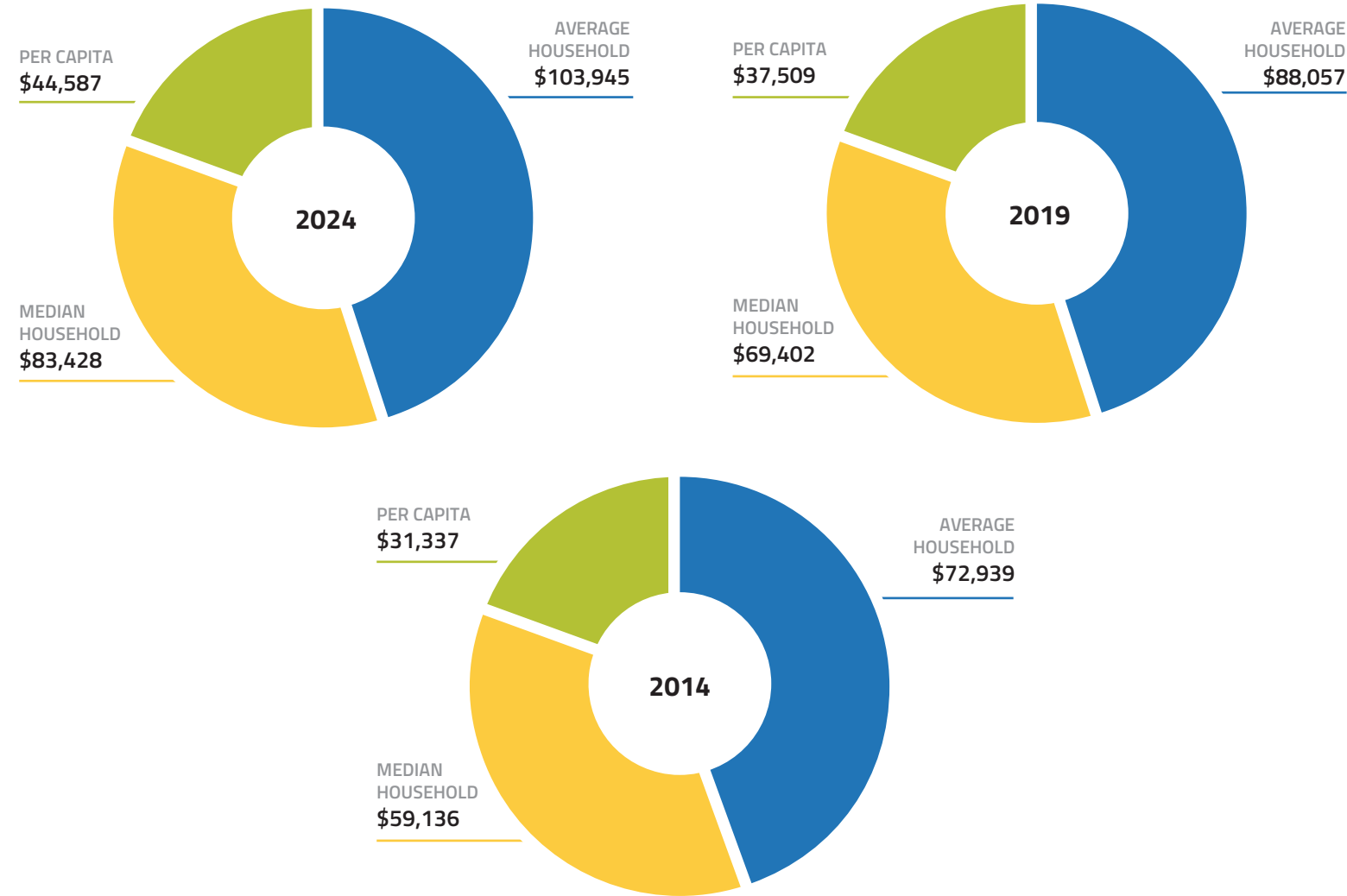
Student enrollment at VIU continued to grow in 2018. International student enrollment increased by **20%** while overall student enrollment increased by **4%**.

Business counts in the educational services sector grew by **6%** from **69** to **73** in 2018. Employment in the educational services sector in the City of Nanaimo was at **3,355** during the 2016 Census, a growth of **6%** from 2011.

Going forward enrollments are expected to continue to grow at modest rates. Ongoing trade tensions with China could lead to fewer students from China choosing to study in BC potentially impacting VIU international student numbers.

SOURCE: MINISTRY OF ADVANCED EDUCATION AND TRAINING

City of Nanaimo Median, Average, and Per Capita Income



Median, Average and Per Capita Income

In 2019, the median household income in the City of Nanaimo was **\$69,492**. This is a **17.5%** increase in the last five years. By 2024, Nanaimo's median household income is projected at **\$83,428**, growth of **20.1%**. BC's Median household income was **\$79,513** in 2019 and is projected to grow by **15.8%** over the next five years.

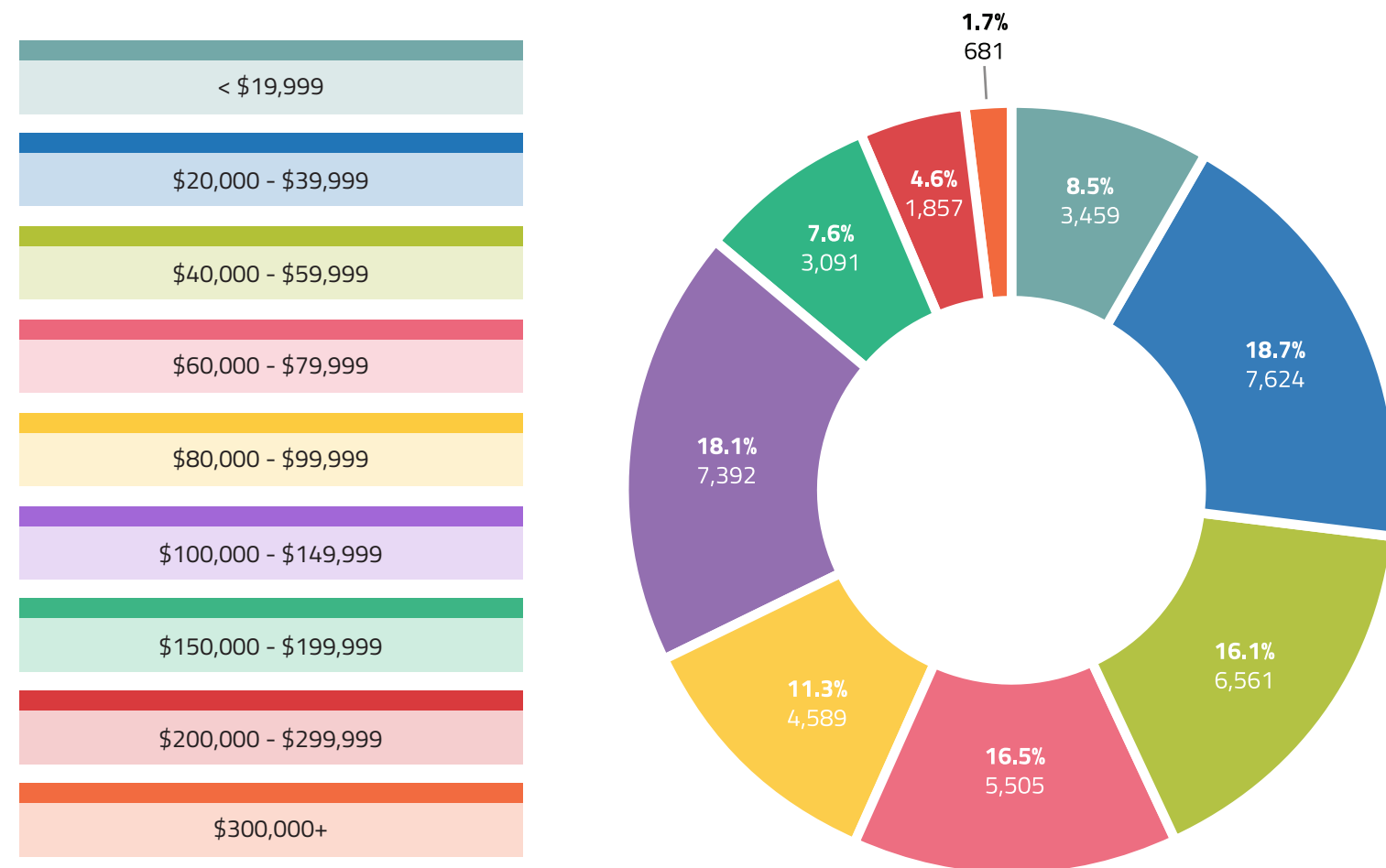
In 2019, the average household income in the City of Nanaimo was **\$88,057**, an increase of **20.7%** in the past five years. Average household income is projected to reach **\$103,945** by 2024. BC's average income for 2019 was **\$105,535** and is projected to grow to **\$122,281** by 2024.

Nanaimo's per capita income in 2019 was **\$37,509**, this is an increase of **19.7%** in the past five years. Projected per capita income for 2024 is **\$44,587**, an increase of **18.9%**. BC's per capita income was **\$42,267** in 2019 and will reach **\$48,864** by 2024.

Nanaimo's projected rate of growth in median, average and per capita income is higher than BC, however Nanaimo is still below BC's average in all three categories.

SOURCE: ENVIRONIC ANALYTICS

City of Nanaimo Income Distribution (2019)



Income Distribution

The largest number of households in Nanaimo (7,624 or 18.7%) report household income between \$20,000 and \$39,999 per annum.

The second largest number of households (7,392 or 18.1%) report household income of \$100,000 to \$149,999 per annum.

32% of the households in Nanaimo earned \$100,000 or more in 2019, while 28% earned between \$60,000 to \$99,999.

SOURCE: ENVIRONIC ANALYTICS



Tourism

Overall, Nanaimo's tourism sector had a strong year. The average occupancy rate in Nanaimo was **74.62%** in 2019, down **1.26%** from 2018. This impacted the revenue per available room to drop by **\$1.62** to **\$104.40**.

Vehicle volumes on BC Ferries two routes to the mainland (Duke Point to Tsawwassen and Departure Bay to Horseshoe Bay) dropped by **0.04%** and passenger volumes dropped by **0.40%**.

The Nanaimo Airport volumes in 2019 were up by **12.9%** over 2018. The Vancouver Island Conference Centre (VICC) delegate days dropped by **31.3%** in 2019 compared to 2018. VICC delegate days are in line with historical performance after taking into consideration an unusually large conference in 2018.

SOURCE: CHEMISTRY CONSULTING, NANAIMO AIRPORT, BC FERRIES, VICC

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